Philip Morris, USA
Parliament Menthol
April 99 Promotion

promoted out of existing inventory.

	National	Region 1	Product (R1, FL, Chicago)	
Promoted Units	546,000,000	371,280,000	48,000,000 Total promoted units	Price promoted units based upon April '99 projected sales volume Assume 68% of Volume is Region 1
Lift	7%	7%	15% ~~15-20%~~	Based upon Marlboro promotional lifts
Retail Masters	382,200,000	259,896,000	32,000,000	
Units participation	305,760,000	207,916,800	Revenue Units	
Incremental units	21,403,200	14,554,176		
Non-Retail Masters	163,800,000	111,384,000	16,000,000	
Units participation	81,900,000	55,692,000	Complementary Units	
Incremental units	5,733,000	3,898,440		
Total Incremental volume	~~27,136,200~~	18,452,616	7,200,000	
Projected Buydown Volume	~~414,796,200~~	282,061,416	NA	
Projected Buydown cartons	2,073,981	1,410,307	NA	
Price-off/carton	$ ~~4.50~~	$ ~~4.50~~	NA	
Buydown Amount	**$ 6,221,943**	**$ 4,230,921**	NA	
POS and Other	$ 75,000	$ 75,000	$75,000	
Projected Spending	**$ 6,296,943**	**$ 4,305,921**	**$ 1,300,000**	

(70%) (80%) (7% incentive)

during & after production

40.8 payback

3 months
1 month

- *Price penetration objective assumes 80% RM particioation and 50% NRM participation*
- *Overall penetration objective is 70% based upon above assumptions*
- *70% of the universe is retail masters accounts*

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Source: https://www.industrydocuments.ucsf.edu/docs/nqjn0004